

**LOOKING FOR A WAY  
TO FAST-TRACK TO  
THE REAL ISSUES?**

**WANT TO TURN YOUR MEETINGS FROM ABSTRACT TO CONCRETE?**

**HOW DO YOU GET ALL EMPLOYEES  
COMMUNICATING WITH EACH  
OTHER?**

**TIRED OF ENDLESS,  
UNPRODUCTIVE MEETING  
DISCUSSIONS?**

**TOO MUCH TALK,  
NOT ENOUGH ACTION?**

**BUILD YOUR WAY  
TO BETTER BUSINESS**



**SERIOUS PLAY™**





# WELCOME TO LEGO® SERIOUS PLAY™. AN INNOVATIVE TOOL DESIGNED TO ENHANCE BUSINESS PERFORMANCE.

Through LEGO SERIOUS PLAY you'll be able to explore the relationships and connections between people and their worlds in new and enlightening ways. During the process you'll be able to observe both internal and external dynamics, explore various scenarios and quickly gain an awareness of a variety of possibilities.

Research shows that hands-on, minds-on learning produces a deeper, more meaningful understanding of the world and its possibilities - much more so than listening or reading. When working with LEGO SERIOUS PLAY, you will use three-dimensional thinking by creating and constructing metaphors to describe real situations your organization faces. Building landscape models with LEGO bricks, giving them meaning through storytelling and playing-out various possible scenarios deepens understanding, sharpens insight and creates strong bonds among the group of participants.

## **LEGO SERIOUS PLAY is a tool with multiple applications:**

- Strategy development and exploration  
Examine and evaluate relations to external partners and clients.
- Organizational development  
For management, teams and individual employees.
- Product development and innovation  
Unleash creative thinking and transform ideas into concrete concepts.
- Change management  
Facilitate and implement structural changes and mergers.

Participants will communicate more effectively, engage their imaginations more readily and approach their work with increased confidence, commitment and insight. This allows for taking dialogues to deeper levels as well as short-cutting to the real issues and new knowledge - all with better business sense.

## **GIVE YOUR BRAIN A HAND.**

The human mind is designed to work in three dimensions. When our hands are used, we engage an increased portion of our minds. For the scientific community, this is a well-established fact - yet we tend to predominately use two-dimensional mediums like paper and visual presentations in business.

When our hands are used in learning, a complicated process takes place that generates a powerful emotional charge. As a result, thoughts and ideas that are built with our hands tend to be expressed in greater detail. They are more easily understood and better remembered. Why not use this fact to enhance your business?

# A HANDS-ON LANGUAGE FOR BUSINESS.

When we speak or write about complex issues we inevitably simplify and reduce the amount of information in order to make ourselves and our message more easily understood.

Especially when discussing business issues, it's easy to leave out relevant details in order to make the overall picture clear. In some cases, this simplification is okay - but more often the key to your problems lies in the details.

LEGO SERIOUS PLAY is a new hands-on language for business - a tool that lets your mind form and organize new thoughts.

The LEGO SERIOUS PLAY process uses bricks to visualize situations and enhance business performance. The bricks create metaphors for real business issues and will allow you to address complex issues without simplifying or losing the important details.

By gathering participants and literally bringing - and building - situations to life, LEGO SERIOUS PLAY invites you to look at reality in a new and objective way. The three-dimensional landscape you build using LEGO bricks provides valuable insight into the ways your company works and how they connect with the outside world. Also, the language of LEGO SERIOUS PLAY has no limits. Using bricks and sharing stories with the other participants allows for the description of very complex situations. Thus, no important details will be lost in the process.



**“The best projective thinking technique I have ever used.”**

- Richard Block, Head of Planning, Europe Middle East Africa, J Walter Thompson

## ALL WORK, NO PLAY.

Someone glancing through a window at a LEGO SERIOUS PLAY session might think it looks like fun and games. When you've experienced it for yourself, you'll know nothing could be farther from the truth.

LEGO SERIOUS PLAY is serious business. The use of LEGO bricks simply enables you to take a speedy shortcut to the core. The bricks work as a catalyst - and when used for building metaphors, they trigger processes that you were previously unaware of. The LEGO SERIOUS PLAY grammar allows you to rearrange complex systems and compose new meaning from your present situation.

LEGO SERIOUS PLAY is also a working language that guides you into free and honest exchange of opinion. The physical and tangible construction allows for conversations to flow without the fear of treading on personal feelings of the people concerned. This ensures that the real issues are addressed and ultimately allows you to see things through the eyes of your colleagues - and have them see through yours.

# BUILD A WAY TO DEEPER UNDERSTANDING.

LEGO SERIOUS PLAY effectively uncovers the relationships and connections between people and their worlds. The bricks make it easy to see and - more importantly - understand perceptions and realities.

As your team engages in the LEGO SERIOUS PLAY process, they apply a new tool for communicating on a deeper level. Additionally, the hands-on methodology of LEGO SERIOUS PLAY gives participants deeper understandings of their situations and the world around them.

Deeper and easier understanding is one of the key advantages of LEGO SERIOUS PLAY. In addition, LEGO SERIOUS PLAY ensures that no vital information is omitted. When the team gathers, it becomes easy to evaluate a variety of issues - even those that have not previously been present. This will open your eyes to the internal and external dynamics in your organization. You can explore hypothetical scenarios and possibilities. And, when you get a concrete visualization of reality, it also brings out the tacit knowledge that enables you to discover facts and relations that you weren't aware of before!

LEGO SERIOUS PLAY invites all participants to take an active part in the process. The common language - the bricks - treats everyone as equals and allows all opinions and aspects to be heard. In a very direct way, you will be able to see what everyone knows inside the company - and what they don't know they know!

FROM THERE, IT'S EASY TO MOVE INTO ACTION.



**"Fantastic - the experience of having to create something physical really drives the whole process."**

- Brand Group Manager, GlaxoSmithKline plc

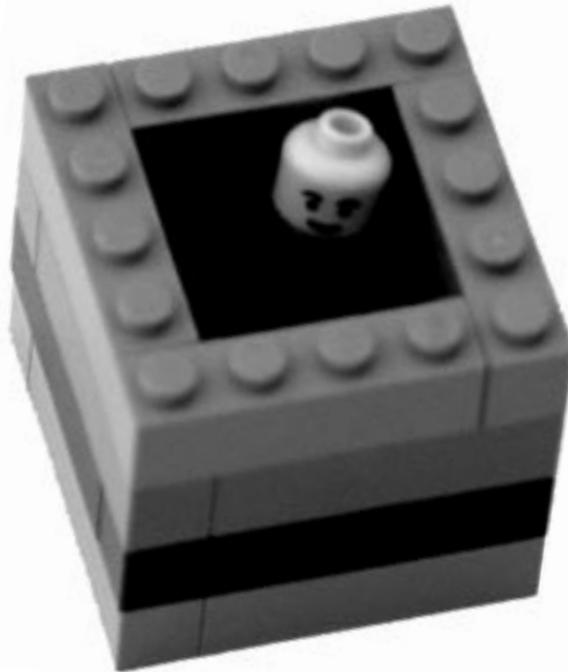
# A TOOL FOR BUILDING RESULTS.

Because it is a hands-on process, LEGO SERIOUS PLAY cuts to the core and helps in avoiding entrapment in theoretical roundabouts. The result is an accelerated understanding and generative learning - the kind of learning that enhances our capacity to create.

Additionally, insights made using LEGO SERIOUS PLAY are immediately actionable. Because the insights come from the people who will implement them, ideas don't have to be introduced and anchored - they can be set into motion right away!

LEGO SERIOUS PLAY offers no readymade solutions - it's all about unframed problem solving. All results emerge from the participants and the situations they experience. What LEGO SERIOUS PLAY does provide is an efficient tool for crafting the solution. By giving people this new way to communicate, they will be able to identify problems and formulate action plans that deal with the real issues - not the symptoms.

Using LEGO SERIOUS PLAY, participants will be clearer on objectives, actions and on the Simple Guiding Principles for the organization. Consequently, business strategies will be much more comprehensive and coherent - and in a deeper way that creates actionable ideas.



**"It freed my mind of traditional ways of thinking and working - allowed me to be more radical in my thought process - completely open..."**

- Regional Property Director, Enterprise Inns plc